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Message Text

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51
ACTION AF-06

INFO OCT-01 ISO-00 EB-07 COME-00 /014 W
---------- 115877
R 100935Z JUN 75
FM AMEMBASSY NOUAKCHOTT
TO AMEMBASSY LOME
INFO AMEMBASSY DAKAR
SECSTATE WASHDC 3920

UNCLAS NOUAKCHOTT 1154
E.O. 11652: N/A
TAGS: BTRA MR
SUBJECT: TRAVEL MACK TRUCK OFFICIALS

REF: (A) DAKAR 2891 (B) DAKAR 2994 (BOTH NOTAL)

1. REF. (A) ADVISED THAT MACK TRUCK PRESIDENT FRANK WRIGHT AND ASSISTANT VICE PRESIDENT JEAG UMMELS WERE SCHEDULED TO ARRIVE NOUAKCHOTT MAY 21. CABLE ASKED US TO NOTIFY LOCAL MACK TRUCK REP OF SCHEDULED TRAVEL. REF. (B) SENT MAY 23 INFORMED US THAT WRIGHT AND UMMELS WOULD NOT ARRIVE UNTIL MAY 31 AND ASKED THAT WE PASS THIS CHANGE OF PLANS TO LOCAL MACK TRUCK REP.

2. EMBASSY PASSED ABOVE INFO ON BOTH OCCASIONS. LOCAL MACK TRUCK REP. MADE TWO SEPARATE SETS OF HOTEL RESERVATIONS AND ARRANGE TWO SERIES OF APPOINTMENTS WITH SENIOR MAURITANIAN

OFFICIALS. WRIGHT AND UMMELS HAVE NOT ARRIVED AS OF JUNE 10 NOR HAVE THEY SENT ANY WORD EITHER TO US OR TO LOCAL REPRESNETATIVE AS TO WHETHER THEY INTEND TO ARRIVE. LOCAL REP HAS CONSEQUENTLY BEEN PUT IN EXCEEDINGLY EMBARRASSING SITUATION VIS-A-VIS MAURITANIAN OFFICIALS.

3. REF. (B) INDICATES WRIGHT AND UMMELS ARE SCHEDULED TO VISIT LOME JUNE 12. WOULD BE GRATEFUL IF EMBASSY LOME COULD PASS GIST OF THIS MESSAGE TO WRIGHT AND ALSO INFORM US WHETHER MACK TRUCK REPS. STILL PLAN TO VISIT NOUAKCHOTT. WE WILL BE HAPPY TO PASS INFO TO LOCAL REP.

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4. FYI THIS HAS BEEN SURPRISING PERFORMANCE ON PART OF COMPANY AS

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SKILLFUL AND EFFECTIVE IN ITS INTERNATIONAL SALES PROGRAM
AS MACK USUALLY IS. THERE MAY THEREFORE BE FULLY CREDIBLE
EXPLANATION (SUCH AS UNANTICIPATED COMMERCIAL CRISES OR LOST OR
STRAYED TELEGRAMS). BUT AS EXPERIENCED COMMERCIAL OFFICERS IN
STATE AND COMMERCE WILL APPRECIATE, THIS IS HARDLY WAY TO ADVANCE
EITHER INTERESTS OF PARTICULAR PRIVATE COMPANY OR OF US AS EXPORTING
NATION. END FYI.HANDYSIDE

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Disposition Event:
Disposition History: n/a
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TAGS: BTRA, MR
To: LOME
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